

Rep Order# 8863279 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37233

Printed: 09/17/2012 7:48 AM
Last Received: 09/16/2012 3:38 PM
Showing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/17/2012
Hiring Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES

Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

— CONTRACT COMMENT —

BERKLEY FOR SENATE ***** NONDISCRIMINATION ***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LINES FOR CHANGES

NCIT

PLS CNF

T/R STEFAN FOR MIKE

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PHILADELPHIA, PA 19103

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Salesperson () MIKE JONES

Agency C/P1/P2/E

Flight Dates 09/12/2012 - 09/17/2012

Hiatus Weeks

Salesperson Phone# 202-872-5880

Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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21	23	SU	630P-700P	Buyline Comment: NEWS	:30	\$600.00	09/16-09/16	1	1	1	\$600.00	
22	*24	SA	500P-700P	Buyline Comment: NEWS	:30	\$175.00	09/15-09/15	0	✓	0	\$0.00	
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
23	25	W-F	500P-630P	Buyline Comment: NEWS	:30	\$375.00	09/12-09/14	6	1	6	\$2,250.00	
24	26	M	500P-630P	Buyline Comment: NEWS	:30	\$375.00	09/17-09/17	2	1	2	\$750.00	
25	27	W-F	430P-500P	Buyline Comment: NEWS	:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
26	28	M	430P-500P	Buyline Comment: NEWS	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
27	29	SA	700P-800P	Buyline Comment: ET	:30	\$175.00	09/15-09/15	2	1	2	\$350.00	
28	30	W-F	700P-800P	Buyline Comment: ET/INSIDER	:30	\$1,000.00	09/12-09/14	5	1	5	\$5,000.00	
29	31	M	700P-800P	Buyline Comment: ET/INSIDER	:30	\$1,000.00	09/17-09/17	2	1	2	\$2,000.00	
30	32	W-F	1135P-1237A	Buyline Comment: LETTERMAN	:30	\$750.00	09/12-09/14	3	1	3	\$2,250.00	

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40	42	SU	830A-900A	Buyline Comment: FACE THE NATION	:30	\$940.00	09/16-09/16	1	1	1	\$940.00	
41	*43	SA	930A-1200P	Buyline Comment: NCAA FOOTBALL Sales Remark: V3 MG V3 Added	:30	\$750.00	09/15-09/15	2 ✓	1	2	\$1,500.00	
42	*44	W	1000P-1100P	Buyline Comment: CSI Sales Remark: V3 MG V3 Added	:30	\$2,000.00	09/12-09/12	1 ✓	1	1	\$2,000.00	
43	*45	F	900P-1000P	Buyline Comment: CSI NY Sales Remark: V3 MG V3 Added	:30	\$1,200.00	09/14-09/14	1 ✓	1	1	\$1,200.00	
44	*46	SU	1000P-1100P	Buyline Comment: THE MENTALIST Sales Remark: V3 MG V3 Added	:30	\$4,000.00	09/16-09/16	1 ✓	1	1	\$4,000.00	
45	*47	SU	430P-530P	Buyline Comment: ELECTRIC PLAYGROUND Sales Remark: V3 MG V3 Added	:30	\$150.00	09/16-09/16	1 ✓	1	1	\$150.00	
46	*48	M	1000A-1100A	Buyline Comment: PRICE IS RIGHT Sales Remark: V3 MG V3 Added	:30	\$1,000.00	09/17-09/17	1 ✓	1	1	\$1,000.00	

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*49	SA		1135P- 1235A		:30	\$70.00	09/15-09/15	1 ✓	1	1	\$70.00	
				Buyline Comment: PRIVATE PRACTICE								
				Sales Remark: V3 MG								
				V3 Added								
*50	SA		1235A- 135A		:30	\$60.00	09/15-09/15	1 ✓	1	1	\$60.00	
				Buyline Comment: DA VINCI								
				Sales Remark: V3 MG								
				V3 Added								
*51	SU		500A-600A		:30	\$190.00	09/16-09/16	1 ✓	1	1	\$190.00	
				Buyline Comment: EYE ON WASHINGTON/WSJ								
				Sales Remark: V3 MG								
				V3 Added								

--REPORT TOTALS--

Report Totals: 94 / \$45,580.00

--SALES MONTHLY TOTALS--

Sep 12: 94 / \$45,580.00
Sales Totals: 94 / \$45,580.00
Station Totals: 94 / \$45,580.00
Lines not sent/reld/retin: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$151,933	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+